

## CLAIMS

1. A soft vinyl chloride copolymer resin obtained by  
copolymerizing (A) a vinyl chloride type monomer and (B) a  
5 macromonomer having a polymer comprising an ethylenically  
unsaturated monomer containing a double bond in a main chain,  
wherein the ratio of (A)/(B) by weight is 50/50 to 80/20.

2. The soft vinyl chloride copolymer resin of claim 1, wherein  
10 the macromonomer having a polymer comprising an ethylenically  
unsaturated monomer containing a double bond in a main chain has a  
polymerizable reactive group, and said polymerizable reactive group has  
a structure containing at least one group represented by the following  
general formula per one molecule:

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wherein R represents a hydrogen atom, or an organic group having 1 to  
20 carbon atoms.

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3. The soft vinyl chloride copolymer resin of claim 1 or 2,  
wherein the macromonomer having a polymer comprising an  
ethylenically unsaturated monomer containing a double bond in a main  
chain is prepared by living radical polymerization.

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4. The soft vinyl chloride copolymer resin of any of claims 1  
to 3, wherein at least one of the macromonomers having a polymer

comprising an ethylenically unsaturated monomer containing a double bond in a main chain has a glass transition temperature of at most 0°C.

- 5        5. A process for preparing the soft vinyl chloride copolymer resin of any of claims 1 to 4, which comprises polymerizing a vinyl chloride type monomer and a macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain by at least one process selected from emulsion polymerization, suspension polymerization and microsuspension  
10        polymerization.

6. A soft vinyl chloride resin composition comprising the soft vinyl chloride copolymer resin of any of claims 1 to 4.